



STATE OF WISCONSIN

# Wisconsin Women's Council

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## FOR IMMEDIATE RELEASE

### GOVERNOR DOYLE ANNOUNCES TRAILBLAZER AWARDS FOR WOMEN IN BUSINESS



*Nomination Sought for New Women's Business Awards*

#### FOR MORE INFORMATION CONTACT:

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Madison (July 18, 2006) -- Governor Jim Doyle and the Wisconsin Women's Council are seeking applications for the 2006 Governor's Trailblazer Awards for Women in Business, to recognize women pioneers in the business community.

"Wisconsin's home-grown businesses are really what drive our economy, and women bring innovation and dedication vital to the state's economic success," Governor Doyle said. "I am honored to help to recognize the risk these women have taken to start their own business, and the great success they've had – strengthening a core part of our economy, and building strong communities in the process."

Recognizing the substantial contribution women business owners make to Wisconsin's economy, the Trailblazer Awards were designed to acknowledge the lasting economic development created by women who brought their vision to the marketplace at a time when women had few resources and role models to create businesses capable of standing the test of time. These entrepreneurs created businesses that have sustained families, anchored communities, and carved a path for women business owners today.

"Women-owned businesses have been providing family supporting jobs for generations," said Kris Martinsek, Wisconsin Women's Council Chair. "By starting and sustaining businesses, exploring markets, creating jobs and stimulating economic growth, Wisconsin women business owners play a leading role in our economy. The Trailblazer Awards celebrate women's long history of entrepreneurship and deep roots in Wisconsin's broader business community."

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THE WISCONSIN WOMEN'S COUNCIL IDENTIFIES BARRIERS THAT PREVENT WOMEN  
IN WISCONSIN FROM PARTICIPATING FULLY AND EQUALLY IN ALL ASPECTS OF LIFE  
AND WORKS CLOSELY WITH PUBLIC, PRIVATE AND NOT-FOR-PROFIT GROUPS  
TO DEVELOP LONG-TERM SOLUTIONS TO THOSE INEQUITIES.

VISIT OUR WEBSITE AT: [WWW.WOMENSCOUNCIL.WI.GOV](http://WWW.WOMENSCOUNCIL.WI.GOV)

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Women's Business Award  
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Trailblazer awards recognize the legacy of women's business ownership in Wisconsin, including *Torch Awards* for women-owned family businesses that have been in continuous operation for three generations or more, and *Quarter* and *Half Century Awards* for business longevity.

Organizations, including business and professional associations and chambers of commerce, are encouraged to nominate women-owned businesses for these exciting new statewide awards. Individual women business owners may also self-nominate for awards. Award winners will be announced in October 2006.

Nomination forms and eligibility information are available on the Women's Council web site at [www.womenscouncil.wisconsin.gov](http://www.womenscouncil.wisconsin.gov) or call (608) 266-2219 for more information. The deadline for nominations is September 1, 2006.

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